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File: PGPB

May 30, 2002

DOCUMENT-IDENTIFIER: US 20020065826 A1

TITLE: Systems and processes for measuring, evaluating and reporting audience response to audio, video, and other content

## CLAIMS:

15. The system as set forth in claim 14 wherein said auction can be controlled at least by adjusting the minimum or maximum bids for said premium.

35. The system as set forth in claim 34 wherein said auction can be controlled at least by adjusting the minimum/maximum bid for said premium.